CS150-3

Discount Store News®

THE NEWSPAPER OF DISCOUNT RETAILING

SECOND CLASS

VOL. 30, NO. 16 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $4 per copy | August 19, 1991

Clubs' Growth Grows Hotter

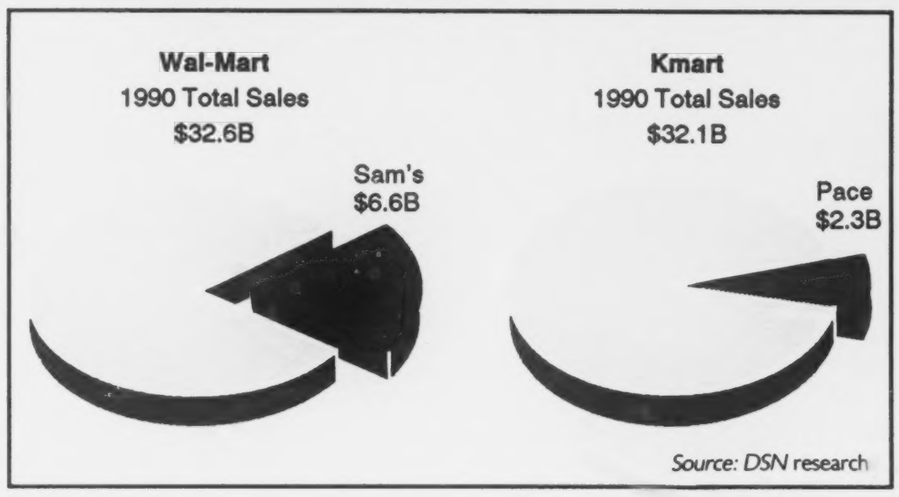
Pace to Infiltrate Rivals' Strongholds

By Arthur Markowitz
Nationwide DSN Report

In case you thought the membership warehouse industry's expansion was cooling off, it hasn't—and in fact, it has become even hotter.

The heat is now being turned on by Pace Membership Warehouse, which is going into more than a half dozen markets like Dallas and San Diego that are already home to competitors like Sam's Club and the Price Club—the industry's top two chains.

Pace, a subsidiary of discounter Kmart, plans to open 14 clubs this fall. The expansion will be accelerated in 1992 with 30 to 35 new clubs to intensify the growing direct competition among the industry's five major players which also includes Costco Wholesale and BJ's Wholesale Club.



Pace president and ceo Charles Steinbrueck said, "Other clubs weren't concerned about coming against us. Expansion is a two-way street" and "there's room in all these [new] markets for us."

Pace's accelerated expansion should markedly increase the chain's share of overall Kmart Corp. volume and operating income and help power its parent's growth, similar to the way Sam's has impacted and propelled its parent, Wal-Mart.

This year, Pace accounted for 7.2% of Kmart's volume and 1% of operating income. Sam's accounted for 20.2% of Wal-Mart's sales and an estimated 9.1% of operating earnings.

Kmart is striving to build Paces alongside its discount stores to turn those locations into power centers that can quickly generate $70 million in annual sales—$50 million from the wholesale club and $20 million from the discounter. The Pace opening this fall in Irving, Texas, one of three in the Dallas market, will have Kmart as a neighbor.

Wal-Mart already pursues a similar twinning program with its Sam's Clubs and discount stores.

As Pace revs up, competing clubs aren't standing still.

Sam's, the industry's leader, will open about 40 clubs this year. In 1992, it will make a major thrust into the Northeast with at least 18 stores, a debut in California and a move into Mexico through a joint venture. Many Sam's in the Northeast were clubs that were originally due to open this year in markets like Albany, and Fishkill, N.Y., but were delayed because of construction and/or governmental difficulties.

The Price Club, which will open 11 clubs this year, expects to accelerate its growth in 1992. Expansion into Mexico, Texas—now just Sam's

(Continued on page 38)

Bradlees Getting the Hang of It: Reduces Store Remodeling Time

***Shoppers check** back-to-school supplies at Bradlees store in Union, N.J. (At right) Bradlees president Barry Berman says the discounter is remodeling as fast as it can.* (DSN photos)

UNION, N.J. — Bradlees has steepened the learning curve as it remodels its stores.

The discounter closed down during the remodeling of the first four stores last year, which resulted in the loss of several months of sales.

This year, the chain's first eight stores were kept open during the remodeling process but the project took six months: three months to physically remodel them at a cost of about $900,000 per store, and three more months of learning how to keep the stores replenished in the face of double digit sales gains and a 3% to 4% expansion in hard lines skus.

For the next nine stores, set for grand reopenings in the fall, Bradlees is compressing the remodeling time to three

"We're going as fast as we physically can," Bradlees president Barry Berman said during a tour at the grand re-opening Aug. 3 of the Union, N.J., store. More capital wouldn't necessarily make the job faster, he said, responding to press speculation that the investors that control Bradlees parent, Stop & Shop, might take the company public in a deleveraging.

"I hadn't heard that," Berman said.

The investment firm of

(Continued on page 36)

INSIDE THIS ISSUE

New Hosiery Colors Bring Sheer Delight
Apparel/pg. 17

The Many Facets Of Paper Cutter
Hard Lines/pg. 25

Pho
Bac
Hor

MIXED STATES ********** 02145 *
DS 0024037C
HDQ. PERSON
MS JEANNE LONG
CONGRESSIONAL INFOR SVC INC
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Listening to comments from Ukrainian delegates are: (l-r) Alex Maximov, U.N. interpreter; DSN moderator Laura Liebeck; Roy Garofalo, Woolworth; Dave Carlson, Kmart; and Dorothy Lakner, Oppenheimer & Co. (DSN photo)

American-Soviet Retail Summit Hosted by DSN

In the spirit of fostering world peace and the growing global economy, DSN moderated and sponsored a round table discussion between Russian business leaders and American retail and manufacturing executives. The forum provided both sides with an opportunity to meet, exchange ideas and overcome political and business differences so effective relationships can be formed and new markets opened. The meeting was held after the Soviet government decided to lift travel and emigration restrictions for its citizens beginning in 1993, and prior to the Bush/Gorbachev summit that ratified the arms reduction treaty and included discussion on granting most favored nation status to the Soviet Union.

By Laura Liebeck

TARRYTOWN, N.Y. — American retailers and consumer products companies are in danger of falling hopelessly behind firms from other nations in the race to capitalize on business opportunities in the Soviet Union.

Although Soviet trade barriers have been eliminated, many Russians are still frustrated by the reluctance of American companies to invest in their country or even to establish business partnerships there.

(Continued on page 8)

MARKETWATCH

Kmart Apparel Division To Move

NORTH BERGEN, N.J. — Part of the Kmart Apparel Division, located in New Jersey, will be moved to company headquarters in Troy, Mich., beginning next spring. The move, which will affect about 150 employees, should be completed by February 1993. A company spokeswoman noted that the North Bergen distribution center will remain in the area. The move affects most of the merchandising personnel including Glenn Smith, president of the division, who is based in the New Jersey facility. Other departments expected to remain in the New Jersey location include information services, accounting, distribution and some human resources personnel.

Newell-W.T. Rogers Merger Completed

FREEPORT, Ill. — Newell Co. has completed its merger with the W.T. Rogers Co., manufacturer of office supplies. The terms of the merger entailed the issuance of 1.7 million shares of Newell Common Stock to W.T. Rogers. The merger with W.T. Rogers is the first of what is expected to be a series of acquisitions aimed at making Newell a dominant supplier to the office superstore industry. Sales at W.T. Rogers for 1990 were $45 million. Desktop accessories, portable files, and storage cases are among the Madison, Wis.-based vendor's products.

Western Development Opens New Mall

CHICAGO — Gurnee Mills, an outlet mall featuring more than 230 retailers, opened earlier this month. Western Development Corp. expects the mall, situated halfway between Chicago and Milwaukee, to generate $300 million in sales for the year. Western Development also runs the Franklin Mills, Potomac Mills and Sawgrass Mills outlet malls in Philadelphia, Washington D.C. and Sunrise, Fla., respectively. Anchors for the Chicago location include Bed, Bath & Beyond, Phar-Mor, Marshalls, Speigel, Waccamaw Pottery and Sears. Retail outlets for stores such as Ann Taylor are housed in the mall. Manufacturer's outlets include Bugle Boy and American Tourister.

More Retailers Joining IMRA

WASHINGTON — Four more retailers have joined the International Mass Retail Association, led by Costco, the Kirkland, Wash.-based warehouse club giant. Also joining in the past month are Penn Daniels, operators of Jack's discount stores, Priceline Pty., Ltd., and the Monterey Bay Aquarium Association. Other recent additions include Home Depot, AutoZone, Family Bargain Centers, Consolidated Stores and Channel Home Centers.

DSN, NHMA Will Host Round Table

ATLANTA — The National Housewares Manufacturers Association and *DSN* will be hosting a Retail Round Table discussion here during the upcoming Lifestyle Expo & Conference.

The panelists will include retail executives such as Carl Schwartz, senior vice president, general merchandise manager of hard lines with Fisher's Big Wheel; Stan Johnson, president of Cincinnati-based Van Leunen's; and Jerry Knaus, general merchandise manager of hard lines with 555-unit Bill's Dollar Stores. Topics to be discussed will include how retailers can survive and prosper in the '90s, and ways in which manufacturer partnerships have helped. The round table will begin at 7:30 a.m. and conclude by 9:00 a.m. Saturday, Sept. 14.

Showgoers who wish to register for the Expo should call (800) 553-0505; those wishing to register for the Retail Round Table and other conferences being held, dial (800) THE-NHMA. The Lifestyle Expo & Conference runs from Sept. 13 to 15 at the Georgia World Congress Center. The convention is being held concurrently with the Atlanta National Gift and Accessories Market, and the Atlanta National Gourmet Show.

FOR THE RECORD

A Marketwatch item on the opening page of the Hard Lines section in the July 8 issue misidentified the Play World toy chain. Located in Farmingdale, N.Y., the chain operates five freestanding Play World stores plus a Nintendo kiosk in a local mall, one Toy Park toy store in Manhattan, and the toy department for Throughway Market in Walden, N.Y. A ninth unit, a full-line Toy World, will open in the fall on Long Island.

Rose's Prez Targets Profits

Ex-Target Exec Takes Helm

HENDERSON, N.C. — Rose's has turned to national powerhouse, Target Stores, for its new president and chief executive officer.

George Jones, formerly executive vice president of store operations at Target, has been named president of the struggling Southeastern discounter. He fills a position left vacant since Jack Bush left the company in January 1990.

The appointment also signals the increased power of the president at Rose's; chairman Lucius Harvin III has relinquished his ceo title to the newly appointed president.

Jones told *DSN* that his immediate goal will be to return Rose's to profitability.

"We will be looking at everything in our value equation. Everything from pricing to advertising and sales per square foot," Jones said.

Improving customer service and understanding the overall competitive environment will also be key to putting together new strategies. "I have a lot of preconceived ideas of things we need to do. Once I am sure I am correct, we will implement the necessary changes."

When asked when he expected Rose's to be out of the red, Jones replied, "We will return to profitability as soon

(Continued on page 36)

George Jones

Oshman's Inks Mexican Deal, Opens Two Stores

HOUSTON, Texas — Oshman's Sporting Goods has signed an agreement with Multideportes de Mexico S.A. to license the Oshman's name in Mexico, and opened its first two stores in Mexico City just two weeks ago.

The move south of the border by the 189-unit sporting goods chain follows announcements by two other U.S. retailers, Wal-Mart and Price Club, which also said they plan to open warehouse clubs in Mexico in the near future.

Mutlideportes de Mexico is a newly created company whose management consists of Adrian Aguirre, president of Radio Broadcasters of Mexico and chief executive officer of the new company, and Hilario Rivas Eyles, formerly with Liverpool Department Stores, now chief operating

(Continued on page 38)

Green Seal, UL Join To Monitor Claims

NEW YORK — Green Seal and Underwriter Laboratories have joined forces in an attempt to give more credence to proposed environmental seals of approval.

UL will help draft environmental standards for Green Seal and then test to make sure manufacturers live up to their environmental claims when they make and package products.

The pact between the non-profit organizations will lend the Green Seal label market credibility and give it an advantage over competitors, such as Green Cross and *Good Housekeeping*, Green Seal president Denis Hayes said in a New York press conference. Greater consumer acceptance will prompt retailers to get involved in the program, he said.

The Green Seal label will appear on the first products, toilet and facial tissue, by the end of the year, Hayes said. The UL label won't appear on approved products, just the Green Seal. UL also will spot check production to make sure manufacturers adhere to standards after they get approval.

Test costs will range from roughly $1,000 to $10,000, said UL president Tom Castino.

UL also will inspect factories to make sure manufacturers don't pollute the air or water as they produce. But it won't be involved in other phases of the Green Seal process, such as determining the environmental impact from the distribution and disposal of products.

When Green Seal was launched last year, funded primarily by foundation grants, it talked of life cycle analysis, a process that considers the cradle-to-grave environmental impact of a product from the time its raw materials are produced until it is thrown away.

Under criticism from the Environmental Protection Agency about the feasibility and cost of life cycle analysis, however, Green Seal dropped the idea. Now it works on "environmental impact evaluation," a compromise that considers phases of a product's life cycle that generate significant environmental impact.

Its major competitor, Green Cross, from the beginning adopted an even more modest goal, certifying only the accuracy of manufacturers' environmental claims. That enabled Green Cross to get a jump on environmental

(Continued on page 35)

IN THIS ISSUE

APPAREL 17

Juniors Kick Up Hosiery Colors 17

HOME PRODUCTS 19

Specialty Imaging Goes Retail 19

HARD LINES 25

Paper Cutter: A Hybrid Concept 25
Kmart Refashions Home Improvement Dept. 25

FEATURES

Russian Round Table:
Americans, Soviets Talk Business 1, 8

Special Supplement:
Outdoor Living 27

DEPARTMENTS

Classified 36
Columns:
Buyers & Sellers 6
Patterns 17
Taking Stock 6
Editorial 6
Manufacturer News:
Home Products 22
New Products 23
Marketwatch 17, 19, 25

Subscriptions: Call (813) 664-6707. Having a problem with your subscription? Send full details, including the mailing label from the last copy you received and your telephone number to Circulation Fulfillment Director, *Discount Store News*, P.O. Box 31182, Tampa, Fla. 33631-3162.
Permissions: Materials in this publication may not be reproduced in any form without written permission. Direct permission requests to John Failla, publisher, *Discount Store News*, 425 Park Ave., New York, NY 10022.

EDITORIAL

The Critical Race for Survival . . .

The big race is on!

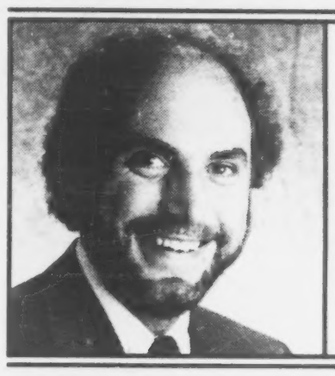
The pressure is intense. The stakes are high.

But this race is a little different than most. It's not one that any company would voluntarily enter or be proud to be in. But you can bet that thousands of people—employees, analysts, creditors and competitors—are watching it closely.

This is the race that will determine which discount retailer will be the first company to emerge from Chapter 11. It's a race for survival.

And in recent weeks several retailers have revealed strategies that they believe will not only help their chains emerge from Chapter 11 but be better positioned to compete in the 1990s as well. They include the following:

- Ames—Chairman Stephen Pistner, or "The Doctor" as *DSN* has previously described him, recently unveiled a five-year plan that will turn Ames' stores into a group of about 10 specialty departments in high-margin categories such as crafts, jewelry and accessories.
- Hills—Two versions of a new prototype concept debuted this month in Cleveland and Pittsburgh. Upgraded fixturing and merchandise mix give Hills a more contemporary look and thus a stronger competitive position. No doubt that more changes are forthcoming under the helm of former Sears merchandise group head Michael Bozic.
- Best Products—Next month, the cataloger will begin testing a new showroom format in Philadelphia that puts greater emphasis on jewelry and features computers for direct ordering.



TONY LISANTI
Editor

Other chains involved in this race include Lionel Leisure, Stuarts and Bargain Town.

Nevertheless, this is a tough race to handicap. The lingering impact of the recession in the states several of these chains operate in will also be a key factor in this race. Another consideration is customer loyalty.

The odds are favorable that all these chains will emerge from Chapter 11. And most likely Ames will be first possibly as early as the first quarter of 1992.

However, can these retailers continue to be competitive in the long term and return to the glory days they once enjoyed?

BUYERS & SELLERS

Russians: 'Why Aren't the Americans Coming?'

On one side of the room sat nine casually-dressed men and women from the Ukraine, the second largest republic in the Soviet Union.

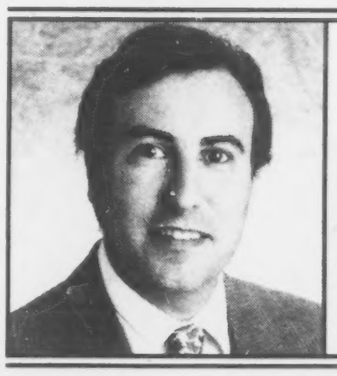
Facing them, were six Americans, in typical business attire, representing the retail, manufacturing and investment communities.

Their dress mirrored their attitudes. The Russians talked quickly, with passion and urgency about the deep crisis facing their economy and of the need for establishing business links with the United States. The Americans were cautious, eager to learn more about their counterparts but nervous about the lingering economic and political unrest in the U.S.S.R.

This landmark meeting, sponsored by *DSN*, brought out some revealing insights into the problems and opportunities available to retailers and manufacturers in the untapped Soviet market.

"Today is a very rare occasion," said Dr. Ehiel Ash, a Russian emigre and accounting professor at Iona College, New Rochelle, N.Y. "On one side of the table we have representatives of a country that can purchase virtually anything. On the other side, we have representatives of a country that can sell virtually anything." The lack of a steady flow of consumer goods into the Soviet Union was identified as one of their biggest problems. There is a tremendous need for products and retail outlets through which to sell them. One Russian delegate estimated that Soviets are sitting on 3 billion rubles of excess savings due to the lack of consumer goods available.

However, judging from the comments of most attendees (see story, page 1), the problems currently outweigh the opportunities. Ironically, the two world powers were more successful at forging trading partnerships several years ago, than today, when the Soviet Union appears to be moving, albeit slowly and painfully, toward becoming a more democratic and capitalist society. Perhaps larger companies are too conservative to take the plunge. Oppenheimer & Co. analyst Bernard Sosnick was right on target when he said that it's going to take small businessmen on each side to get together, work hard and overcome the obstacles to doing business.



DON LONGO
Exec Editor

DSN is honored and eager to serve as a catalyst, helping to link the gap between Russian and American retail and manufacturing entrepreneurs. I invite anyone who has any ideas on how Americans and Russians can work together to call or fax me at 212-756-5107 (fax: 212-756-5125).

TAKING STOCK

Against Clubs, Chains Fight Fire With Fire

Membership warehouses haven't taken over the world of merchandising—it only seems that way.

But wholesale clubs have had a major impact on retailing and traditional merchants are starting to use some membership warehouse techniques to fight back.

First the clubs' impact. They have shown that consumers are willing to buy goods in what had been considered industrial or business sizes like a carton of computer paper or a 20-pound box of detergents.

The multipacks, in fact, are now starting to be viewed as an environmental plus, a way to reduce package waste. One non-profit environmental group's proposed standards for toilet paper calls for packages to contain at least six rolls.

Finally, the clubs' every day low prices and shunning of advertising has confirmed the perception among consumers that the best values can be found at retailers that eschew promotions for low everyday prices.

Retailers, in fighting back, are now starting to offer the same industrial and business sizes found in clubs at competitive prices—and the stores are playing up the fact that customers don't have to pay a membership fee or premium. The merchants that are pursuing this battle plan have made the tough decision that it warrants taking lower margins for warehouse-packs to retain customers and maintain market share.

ARTHUR MARKOWITZ
Senior Editor

The margin situation, in reality, is much better than the retail price would indicate. Manufacturers work with the retailers by providing the same deal as those available to membership warehouses. The pallet packaging, quantity purchase and faster turn helps the retailer hold down costs, just as they do for the clubs.

Vendors also offer special packs on selected products that are especially attractive to traditional retailers, although this merchandise is available to all their customers.

The more adept retailers are using the clubs' marketing strength against these merchants to make sure membership warehouses don't take over the world of merchandising.

Discount Store News®

is published by
LEBHAR-FRIEDMAN INC.
425 Park Ave., New York, NY 10022
212-756-5100
Subscription Services:
813-664-6707
Fax #: (813) 664-6686
Cable Address: LEBHAFRIED
Fax # for News Releases: 212-838-9487

Publisher JOHN FAILLA

Editor TONY LISANTI

Executive Editor Donald Longo
Special Projects Editor Pete Hisey
Senior Editor Arthur Markowitz
Senior Editor Laura Liebeck
Associate Editor Richard C. Halvorson
Associate Editor Mary Ellen Kelly
Associate Editor/Apparel Jill Lettich
Senior Desk Editor Dawn Wilensky
Desk Editor Marie A. Peluso
Desk Editor Elizabeth Phillip
Editorial Assistant Danita Minnis
Art Director Milt Berwin
Graphic Artist Angela Fontana

Washington News Bureau
117-35 Striley Drive, Ashton, Md. 20861
301-774-3895
Manager, Correspondent Kenneth Rankin
Correspondent, Deane Evans

VP, Group Publisher FRED J. FILER

DSN BOARD OF ADVISORS

Joe Ettore Pres., Stuarts
Peter Hayes Pres., coo, Family Dollar
Joseph Nusim Pres., ceo, Channel
Julian Seeherman Pres., Venture Stores
Stephen Westerfield Pres., WORKplace
Warren W. White GM, Clover
Ray Zimmerman Chmn., Serv. Merchandise

SPECIAL SUPPLEMENTS

Apparel Merchandising

Associate Publisher PAULA LASHINSKY
Editor JEFFREY ARLEN
Associate Editor Jill Lettich
Art Director Dearek Szeto
Graphic Artist Cate Johnson

HomeMarket Trends

Associate Publisher BARBARA PAUL
Editor TONY LISANTI
Executive Editor Donald Longo
Senior Editor/Special Projects Pete Hisey
Associate Editor Mary Ellen Kelley
Senior Desk Editor Dawn Wilensky
Desk Editor Marie A. Peluso
Art Director Milt Berwin
Graphic Artist Angela Fontana

Food Merchandising For Non-Food Retailers

Co-Publishers John Failla, Jill Manoe
Editor Elizabeth Parks
Art Director Bob Brokman

SALES/MARKETING

New York

District Manager Kevin Kennedy
Classified Ad Manager Carole Harnoff
Classified Production Manager Larry Brush

REGIONAL OFFICES

Boston 1 Gateway Center, Newton, MA 02158
617-527-6394
Regional Manager James Malver
Office Manager Angela Ftaras

Cleveland Summit One Bldg., 4700 Rockside Rd., Independence, OH 44131 216-642-3420
Area Manager Dave Tuttle
Office Manager Deborah Bambao

Chicago 444 N. Michigan Ave., Chicago, IL 60611
312-644-6688
District Manager Bruce Smith
Area Manager Cheryl Kilberg
Office Manager Beverly Wendtland

Los Angeles 606 N. Larchmont Blvd., Los Angeles, CA 90004 213-464-8321
Area Manager Jeffrey Larsaan
Office Manager Maureen Jackson

Japan Diamond-Friedman Ltd. Chain Store Age News Japan 1-4-2 Kasumigaseki, Chiyoda-ku Tokyo, Japan 504-6750

BUSINESS/PRODUCTION

Business Manager Roch Minier
Director of Manufacturing Stan Kaufman
Production Manager Mary Lewis

LEBHAR-FRIEDMAN INC.
425 Park Ave., New York, N.Y. 10022
President J. Roger Friedman
VP/Administration Harry A. Estes
VP/Group Publisher Fred J. Filer
VP/Group Publisher Jay Forbes
VP/Publisher John Rapuzzi
VP/Finance James Granato
VP/Circulation Martha Pettley
Director/Human Resources John Murro
Director/Corporate Development John O'Brien

Founder (1900-1981) ARNOLD D. FRIEDMAN

Publisher of Discount Store News, National Home Center News, Drug Store News, Accounting Today, Nation's Restaurant News, Chain Store Age Executive (with Shopping Center Age), Apparel Merchandising, Food Merchandising, Home Market Trends, National Industry Reports, Supermarket HQ Quarterly. Affiliates: Business Guides Inc., Lebhar-Friedman Books; Inside Retailing (Newsletters); Chain Store Age News, Japan; Largo Music Inc.

The Audit Bureau · MPA · ABP

O·U·T·D·O·O·R ■ L·I·V·I·N·G

Sunbeam Grills Sizzle in Discounters' Ads

Nationwide DSN Report

Discounters most often advertised Sunbeam gas grills in their weekly circulars this spring.

In an exclusive survey of 18 mass merchants for *DSN*, Market ADvantage, Northbrook, Ill., found that mass merchants featured Sunbeam products in 124 ads, accounting for 45.3% of grill ad volume. Char-Broil ranked second, featured in 69 mass market circulars with 25.2% of ads. The rest of the top five were: Thermos, 48 ads, or 17.5% of the total; Sears/Kenmore, 13 ads and 4.7%; Weber, eight ads, 2.9% of the total.

Other brands appeared in 12 ads, or 4.3% of the total.

Market ADvantage, a retail advertising information service, found that Lechmere and Meijer were the top grill advertisers, with Lechmere featuring grills in 35 ads, or 12.8% of the total. Meijer followed closely with 34 ads, or 12.4%.

Caldor and Brendle's played in the same league as the top two: 32 ads for Caldor, or 11.7%, and Brendle's, 31 ads, or 11.31%. Bradlees, ShopKo and Venture fell into a second tier. Bradlees featured grills in 19 ads, accounting for 6.9%; ShopKo, 18 ads and 6.6%; and Venture, 16 ads, and 5.8%.

All others, including Wal-Mart, Kmart, Target, Ames, Best, Fred Meyer, Hills, JCPenney, Jamesway, Kohl's, Sears and Montgomery Ward, accounted for 89 ads, or 32.5%.

As expected, Sunbeam accounted for four of the seven most advertised grills. The top advertised model was the Sunbeam 563SI, 44,000 BTU, with 12,000 BTU side burner, appearing in 22 ads, or 8% of the total. Wal-Mart's $149.94 was the lowest, while Jamesway the highest, $174.99.

Thermos ranked fifth, with its 4,000 BTU Deluxe Minute Grill featured in nine ads at prices ranging from a low of $179.99 at Bradlees to a high of $199.99 at Ames.

Kmart advertised the lowest prices of the next two most advertised grills, both Char-Broil models. Kmart promoted Char-Broil's 46,000 BTU 680SI, with 12,000 BTU side burner at $169, compared to $199.99 at Bradlees.

For Char-Broil's 35,000 BTU 464SI, Kmart offered the lowest price, $119, compared to the highest of $139.99 at Ward.

Caldor advertised the top price of any grill, $479.99 for the Weber Genesis II.

By retailer, advertised grill prices at Bradlees ranged from a low of $89.99 to a high of $259.99. At Kmart, advertised prices ran from $119 to $229, while Ward's advertised grills ran from $139.99 to $299.

Gas Grill Price Range By Retailer

Retailer	Price Range
Bradlees	$ 89.99 - $259.99
Kmart	$119.00 - $229.00
Montgomery Ward	$139.99 - $299.00
Sears/ Kenmore	$ 99.00 - $119.00
ShopKo	$ 99.99 - $259.99
Target	$ 80.00 - $249.77
Venture	$119.99 - $224.99
Wal-Mart	$ 89.94 - $269.99

Source: Market ADvantage

Top Advertised Models And Price Range

Brand	Model Description	# of Ads	%	Price Range
Sunbeam	44,000 BTU 563SI with 12,000 BTU Side Burner	22	8.0%	$149.94 - $174.99 (Wal-Mart) (Jamesway)
Sunbeam	35,000 BTU 422SI	12	4.3	$119.94 - $149.99 (Wal-Mart) (ShopKo)
Sunbeam	26,000 BTU 225SI	12	4.3	$89.94 - $99.99 (Wal-Mart) (Caldor)
Sunbeam	48,000 BTU 1021 SI with 12,000 BTU Side Burner	10	3.6	$224.99 - $259.99 (Venture) (Bradlees)
Thermos	44,000 BTU Deluxe Minute Grill	9	3.3	$179.99 - $199.99 (Bradlees) (Ames)
Char-Broil	46,000 BTU 680SI with 12,000 BTU Side Burner	8	2.9	$169.00 - $199.99 (Kmart) (Bradlees)
Char-Broil	35,000 BTU 464SI	8	2.9	$119.00 - $139.99 (Kmart) (Ward)

Source: Market ADvantage

Top Advertised Gas Grill Brands

(May 4 through June 29, 1991)

Brand	# of Ads	% of Total
Sunbeam	124	45.3%
Char-Broil	69	25.2
Thermos	48	17.5
Sears/Kenmore	13	4.7
Weber	8	2.9
Others	12	4.3

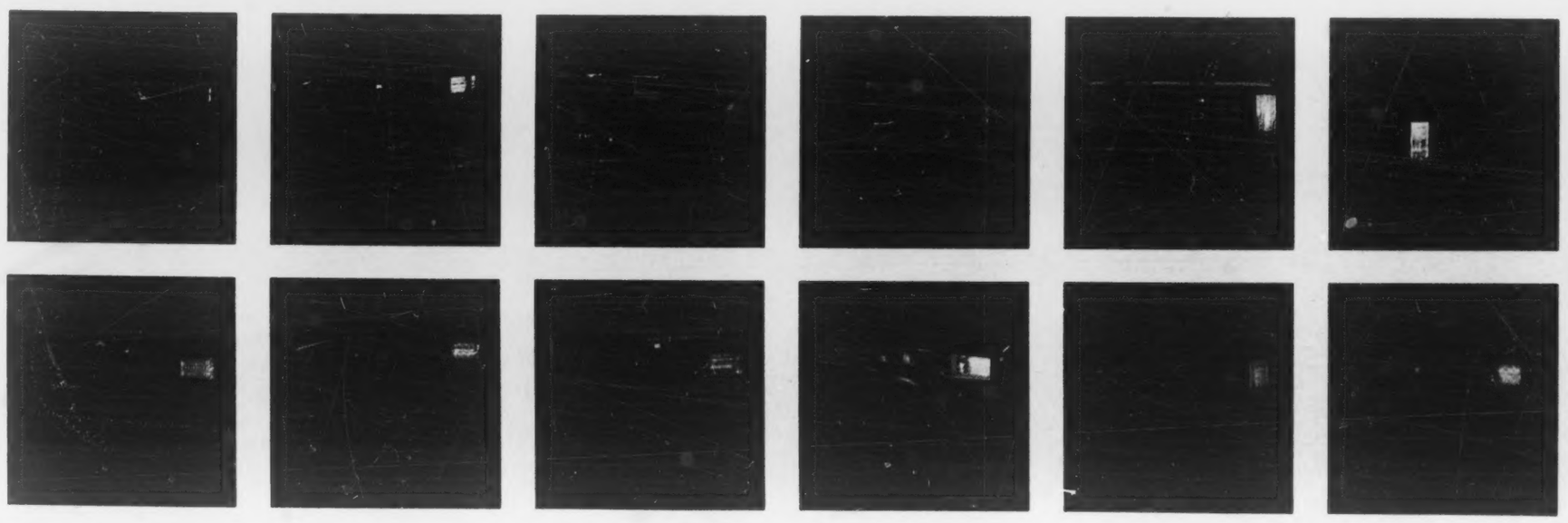
Source: Market ADvantage

Top Retail Advertisers of Barbecue Grills

(May 4 through June 29, 1991)

Retailer	# of Ads	% of Total
Lechmere	35	12.8%
Meijer	34	12.4
Caldor	32	11.7
Brendle's	31	11.3
Bradlees	19	6.9
ShopKo	18	6.6
Venture	16	5.8
Others	89	32.5

Source: Market ADvantage



DISCOUNT STORE NEWS
(ISSN 0012-3587), is published biweekly—every other Monday—23 times a year except issues of Jan. 29, Aug. 6, Nov. 5 and Nov. 26, which are published every third week; monthly in December—by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022. Subscriptions are available at no charge to qualified retailers and wholesalers. Paid subscriptions are available to manufacturers and their reps, schools, libraries, govt. agencies and all others—one year, $79; Canada: one year, $85; Foreign subscriptions-Airmail only: $175 (U.S.$ only). Single copy rate $4, except annual census issues $35 ea.

Second-class circulation postage paid at New York, N.Y., and additional mailing offices.

Copyright© 1991 by Lebhar-Friedman Inc. All rights reserved. Postmaster: please send address changes to Subscription Department, *Discount Store News*, P.O. Box 31185, Tampa, Fla. 33631-3185. For change of address six weeks notice is requested. Give old and new address and zip code. If possible, enclose address portion from cover of previous issue.

Vol. 30, No. 16 Aug. 19, 1991